

tacks at night, U.S. submarines inflicted a devastating toll on the Japanese Imperial Navy and merchant marine. By war's end, our submarine force had sunk 30 percent of the enemy's naval force and 60 percent of their merchant ships. But this impressive victory came at a heavy price: the submarine force suffered the highest casualty rate of any component of the U.S. Armed Services. Of the 16,000 Americans who served in submarines during the war, more than 3,500 gave their lives.

As the Cold War dawned, the U.S. Submarine Force once again helped to turn the tide of history, this time by deterring war. In 1954, under the leadership of Admiral Hyman G. Rickover, nuclear power was introduced to the fleet on the U.S.S. *Nautilus*. Together with advances in hull design, silencing techniques, and sonic detection, nuclear power dramatically improved the speed, stealth, and range of U.S. submarines. By the 1960s, when ballistic missiles were successfully launched from submerged submarines, the U.S. Navy Submarine Force helped protect the Free World from Soviet aggression by conducting reconnaissance missions and by ensuring that the United States could retaliate effectively against any nuclear attack from the Soviet Union or its allies.

The end of the Cold War, however, did not bring an end to the challenges facing our submarine force, as the outbreak of regional disturbances replaced the threat of all-out nuclear conflict. Modern submarines, with their ability to remain submerged for long periods of time, excel at gathering timely and accurate information about potential trouble spots around the globe. Should the need arise, our submarine force can also exercise powerful offensive capabilities, as it did during Operation Desert Storm in Kuwait and Iraq and Operation Allied Force in Kosovo. Today's submariners continue to build on a proud tradition of service by protecting U.S. interests, defending our freedom and that of our allies, and helping to shape a more peaceful world in the 21st century.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim October 12, 2000, as the 100th Anniversary of the U.S. Navy Submarine Force. I call upon all Americans to observe this centennial celebration with appropriate programs, ceremonies, and activities in honor of those patriots, past and present, who have played a part in the rich history of the U.S. Navy Submarine Force—from ship designers and builders to logisticians and support personnel to submarine crews and their families—and in tribute to those who gave their lives for our freedom. Because of the vision, dedication, courage, and selflessness of generations of these brave Americans, the United States today has a submarine force second to none, whose unprecedented contributions to intelligence, deterrence, and offensive military capability will continue to serve as a strong pillar of our Nation's security in the years to come.

IN WITNESS WHEREOF, I have hereunto set my hand this twelfth day of October, in the year of our Lord two thousand, and of the Independence of the United States of America the two hundred and twenty-fifth.

WILLIAM J. CLINTON

Proclamation 7364 of October 16, 2000

Amending Proclamation 7362, Display of the Flag at Half-Staff as a Mark of Respect for Those Who Died on the United States Ship *Cole*

By the President of the United States of America
A Proclamation

By the authority vested in me as President of the United States by the Constitution and the laws of the United States of America, and in order to extend the display of the flag at half-staff as a mark of respect for those who died on the United States Ship COLE, it is hereby ordered that Proclamation 7362 of October 12, 2000, is amended by deleting in the first sentence the words “Monday, October 16” and inserting in their place the words “Wednesday, October 18.”

IN WITNESS WHEREOF, I have hereunto set my hand this sixteenth day of October, in the year of our Lord two thousand, and of the Independence of the United States of America the two hundred and twenty-fifth.

WILLIAM J. CLINTON

Proclamation 7365 of October 14, 2000

National Character Counts Week, 2000

By the President of the United States of America
A Proclamation

The term “character” is derived from an ancient Greek word meaning “to inscribe,” reflecting the conviction that character is not innate, but rather is instilled through the influence, example, and guidance of the people around us. One of our greatest responsibilities as adults and citizens, therefore, is to ensure that we teach our children, by word and deed, the values that will help them develop into men and women of strong character.

This vital endeavor begins with the family and particularly with parents, who are their children’s first teachers. The process continues in our schools—not only in the classroom, but also in the hallways, in the cafeteria, and on the playing field. We have many opportunities to instill in our children the elements of good character—citizenship, fairness, compassion, honesty, tolerance, and responsibility—and it is up to every citizen and organization to make the most of these opportunities.

My Administration has strived to assist parents, caregivers, teachers, and religious and community leaders in this vital effort. We have worked with the entertainment industry to increase educational programming on television and to create a voluntary ratings system to help parents reinforce the values they want to impart to their children. And 4 years ago, I was proud to sign legislation that requires new televisions sold in our country to include the V-chip, a device that allows parents to control the programs that their children watch on television. Recognizing the significant amount of